



Store Bulletin

TO: Hess Mart Managers

MEMO: CVI/001/97

FROM: C. V. ISZARD

DATE: 5/6/97

SUBJECT: CIGARETTE DISPLAY COMPLIANCE (REVISED 8/25/97)

This review is provided so that you can determine your compliance and eliminate the possibility of being in non-compliance with the Philip Morris, R. J. Reynolds, Brown & Williamson, and Lorillard agreements.

All displays must be placed in accordance with your location's authorized schematic. NOTE: Many of the agreed upon fixture sizes may be different from what you actually have in your location. The fixtures listed below are the minimum size required to comply with Retail Masters. It is your responsibility to see that you are in compliance with your schematic and the compliance percentages at all times.

All locations should already be in full compliance. (The only changes in 1997 are for the locations that receive a Newport Rack.) If you cannot comply with one of the contracts, you must contact K. Strype to discuss the compliance issues.

Exhibit A will help you to determine the number of facings for each manufacturer. In summary:

- Philip Morris products must have at least 53.8% of the Full Price facings if a Newport Fixture is present -or- at least 58% of the Full Price facings if there is no Newport Fixture.
- Phillip Morris must have 50% of the Low Price facings.
- RJR must have a minimum of 32 total facings to comply with the Partners program.

If you have any questions concerning compliance, please call Kathy Strype at X0158.

cc: H. Small
R. Lawlor
B. Doyle
K. Strype

Region Managers
Division Managers
Marketing Representatives

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